

Southampton City Council Housing Strategy 2016-2025

“New and better homes for all”

Housing is about more than bricks and mortar. Housing helps to define neighbourhoods and communities, supports the health and wellbeing of residents, and provides a foundation for individuals and families to achieve a high quality of life.

Over the next ten years Southampton will continue to grow, and the needs of our residents will change. We want Southampton to be a city with good quality housing and vibrant communities, where people are proud to live and work. Good quality, affordable and sustainable housing will provide a platform to attract businesses and residents to our city, and ensure the local economy continues to grow. Strong, resilient neighbourhoods, will enhance and protect the dynamic and diverse community of our city, helping Southampton to become a city of opportunity, where everyone thrives. Southampton City Council has a range of responsibilities in supporting and delivering housing in the city. This strategy sets out our vision and how we will work together to achieve our priorities.




The Council's role includes:

- Working with developers to build new homes.
- Working with partners to provide more affordable homes.
- Working with landlords to improve standards of private rental sector properties.
- Regulation of properties in the private rented sector.
- Helping people with additional support needs to access appropriate accommodation.
- Providing accommodation as one of the largest social landlords in the South.
- Improving the health of Southampton's residents.

Key facts and figures

- **247,569** people live in Southampton, and this is expected to grow by **4.9%** by **2022**, to **259,615** people.
- **34,557** people over **65** live in the city, and this is expected to increase by **12%** by **2022**, to **38,711**.
- Two universities and around **40,000** students in the city
- **98,254** households in the city.
- Around **7,000** Houses in Multiple Occupancy (HMOs).

Our priorities

Priority	Why is this important?
 Supporting Economic Growth	The population of the city is increasing. More housing will need to be available to meet demand, with a diverse mix of homes to meet the changing needs of our growing population. Southampton needs to have a range of housing types including family homes, 'executive' homes, starter homes for first time buyers, affordable homes and purpose built student homes, and an environment and infrastructure that supports housing growth.
 Good Quality Housing	Poor quality housing has a significant impact on residents' health and wellbeing. It is also linked to children's quality of life and educational attainment, due to higher rates of sickness and absence from school. Southampton City Council is a major landlord with around 18,000 council properties, and has a responsibility to ensure that its tenants and leaseholders live in decent homes. We also want to make sure that residents living in privately rented homes, or as owner occupiers, live in good quality homes that support their health and wellbeing.
 Housing Options and Support	We want to support more people to live independently for longer by offering the right housing options to meet their needs, as well as high quality information and advice to help residents to make informed housing decisions.

Our successes

The Southampton Housing Strategy 2011-2015: 'Homes for growth' set out the city's priorities of maximising homes for the city, improving homes and transforming neighbourhoods, and providing extra support for those who need it. Since 2011 we have:

- Delivered over 2,600 new homes, and agreed planning permission for an additional 4,133 dwellings.
- Delivered 1475 new affordable and sustainable homes.
- Delivered estate regeneration projects including Hinkler Road, Laxton Close, Exford Avenue and Cumbrian Way, with more citywide programmes to follow.
- Delivered energy efficiency improvements using 'Eco' funding at International Way, with additional improvements being undertaken across the city.
- Delivered 73 wheelchair liveable properties as affordable homes.
- Introduced licensing for Houses in Multiple Occupancy (HMOs) to raise standards and mitigate the impacts of HMOs on the city.
- Continued to reduce homelessness numbers through homelessness prevention measures.
- Delivered new 'housing with care' properties at Erskine Court and Weston Court.
- Increased the provision of good quality accommodation available for teenage parents and families through the development of 2-bed flats in Bellevue Road.
- Helped more people stay in their home, for longer, with over 5,600 adaptations to homes delivered since 2011.
- And, over the last 20 years we have brought more than 2000 empty homes back into use.

Our challenges

- Only 51% of Southampton's residents are owner occupiers – lower than our comparator cities' average of 58.6% and significantly below the national average of 64%.
- The average property price in Southampton is 6.2 times the average salary for the area, rising to 10.2 times the average salary for a detached house.
- 25% of Southampton residents live in privately rented accommodation – higher than the average for comparator cities at 18.2% and the England average of 17%.
- The median cost of renting a home in Southampton is £750 – 35% of the median gross monthly salary in the city.
- People living in rental accommodation can sometimes face high rental costs or lower quality accommodation, creating particular challenges for vulnerable people with additional housing support needs.
- We expect the numbers of people living in privately rented accommodation to increase, as more young people face challenges to becoming a home-owner, and more older people move into rented properties to increase flexibility and liquidate capital.
- The population of older people (aged 65+) is expected to increase more rapidly than the overall population in the next five years. We need to make sure that older people have the right accommodation to meet their needs and help them stay independent for longer.
- Southampton has large numbers of students in the city, and this is expected to increase as the universities and colleges continue to expand.
- Since 2010 Southampton appears to have become relatively more deprived. Of the 326 Local Authorities in England Southampton ranked 54th (previously 72nd) most deprived.
- Over 9,000 households in the city were identified as living in fuel poverty in 2012.
- Over 8000 households are on the Council's Housing Register and there continues to be high demand for good quality, affordable housing across the city.
- The Council has a responsibility to ensure that its properties meet minimum decency standards. In April 2016 we reported that 7.98% of stock was non decent as a result of the aging profile of stock and the deteriorating condition of components.

What do our residents say?

In the Southampton City Survey 2014:

- **82%** of residents were satisfied with their local area as a good place to live.
- **63%** agreed that people from different backgrounds get along in their area.
- Only **42%** agreed that people in their area pull together to improve things.

In the latest Southampton City Council Tenants' survey:

- **64%** of tenants were satisfied or very satisfied with the service the Council provides.
- **62%** were satisfied or very satisfied with the quality of their homes.
- **61%** were satisfied or very satisfied with their neighbourhood as a place to live.

What are we going to do?

Priority	Outcomes	What are we going to do?
 Supporting Economic Growth	Southampton develops new housing to support the economic growth of the city.	<ul style="list-style-type: none"> • Deliver significant numbers of new homes in the city – approximately 865 per annum (as indicated in Partnership for Urban South Hampshire [PUSH] Position Statement, to be tested and confirmed in new Local Plan, adopted 2019). • Attract developers and make best use of available land in the city. • Identify brownfield sites for development and exploit under-used resources such as empty/derelict buildings and self-build opportunities. • Ensure that suitable housing is available for young professionals, to retain our professional workforce and attract businesses to the city. • Ensure that developments are accessible with good quality public realm and infrastructure including open spaces, education and health services and transport. • Review the way that Council owned land is utilised to maximise housing options and commercial value.
	Southampton is a city with a mix of homes that meet the needs of its residents.	<ul style="list-style-type: none"> • Ensure that the new Local Plan delivers clear policies that identify and address the housing mix requirements for the city. • Work with Housing Associations and developers to ensure a continued supply of new affordable homes in the city. • Develop and promote new build schemes that target under-occupiers to release larger family homes. • Support the development of new, purpose-built student properties to reduce the pressure on potential family homes. • Promote housing mix in estate regeneration projects.
	Residents have access to information and advice to help them towards home ownership.	<ul style="list-style-type: none"> • Promote information and guidance to help more people take advantage of home ownership schemes such as help to buy, and shared ownership.
 Good Quality Housing	Homes in Southampton are green and sustainable.	<ul style="list-style-type: none"> • Deliver the Fuel Poverty Action Plan. • Work with energy companies to utilise 'Eco' investment for energy efficiency improvement measures and upgrades in Council stock. • Ensure that all new homes meet minimum standards for efficiency and sustainability, and promote and encourage the development of green, sustainable homes. • Develop an Asset Management Strategy for the sustainability and improvement of Council owned properties.
	People in Southampton live in good quality, safe and healthy homes.	<ul style="list-style-type: none"> • Deliver a Private Rented Sector Stock Condition Survey, to help inform detailed action plans on housing quality improvement. • Ensure that all applicable Houses in Multiple Occupancy (HMOs) are licensed, to ensure that residents' health and safety is protected. • Develop an Asset Management Strategy for Council properties (as above). • Introduce the 'Housing Tracker' to measure Council tenant satisfaction over the life of a tenancy.
	Residents and communities are engaged and work together to improve neighbourhoods.	<ul style="list-style-type: none"> • Continue to invest in the Decent Neighbourhoods programme to improve estates, engage residents and build communities. • Increase the scale and impact of the Junior Neighbourhood Wardens scheme. • Encourage residents to participate in tenants' groups as engaged participants and reps. • Continue to support forums to engage and collaborate with landlords and community/residents' groups.
 Housing Options and Support	Southampton is a city with a range of housing options and support for people with additional needs.	<ul style="list-style-type: none"> • Focus on supporting more people to live independently for longer by: <ul style="list-style-type: none"> • Increasing the numbers of telecare users across the city. • Making best use of housing adaptations to help people remain in their own homes. • Making best use of extra care services to reduce reliance on residential and nursing care settings. • Review Housing Related Support for young people, older people and adults, with a focus on prevention and early intervention.
	Southampton is a city which prevents homelessness and provides support for rough sleepers.	<ul style="list-style-type: none"> • Continue a focus on preventive measures to help residents avoid homelessness and sustain tenancies, including affordability, budgeting, life skills and pathways to work. • Continue to make minimum use of B&B as a temporary accommodation solution for families. • Ensure that any temporary accommodation used is good quality, provided within the city, and only used for the minimum amount of time.
	Residents have access to the right information, advice and guidance about their housing options.	<ul style="list-style-type: none"> • Review Information and Guidance services across the city. • Continue provision of advice to support people to remain independent and/or move towards independent living. • Improve online services to enable more residents and tenants to interact with the Council digitally.

How will we measure success? We will use the following indicators to measure our progress against the high level outcomes:

 Supporting Economic Growth	 Good Quality Housing	 Housing Options and Support
<ul style="list-style-type: none"> • Number of new homes delivered. • Number of affordable homes. • Publication of draft Local Plan for consultation in January 2017. • Adoption of updated Local Plan by April 2019. 	<ul style="list-style-type: none"> • Delivery of Private Rented Sector Stock Condition Survey. • Delivery of Asset Management Strategy by end 2017. • Specification of healthy, low energy Council stock by end 2017. • % local authority housing stock that is non decent. • % HMOs in licence scheme areas or meeting large HMO criteria are licenced. • Number of households lifted out of fuel poverty. • Housing Tracker satisfaction levels. 	<ul style="list-style-type: none"> • Number of people using telecare services. • Number of housing adaptations carried out. • Number of 'housing with care' beds delivered. • Levels of homelessness including street homelessness.

This strategy provides a high level overview of the outcomes that Southampton City Council wants to achieve, and some of the activity and initiatives that are already in progress, but does not provide the full detail of how we will meet the objectives or monitor progress. The strategy will be supported by a detailed action plan, which will be rolled forward annually for the duration of the strategy.